



## RETS and the Brave New World of Business Intelligence

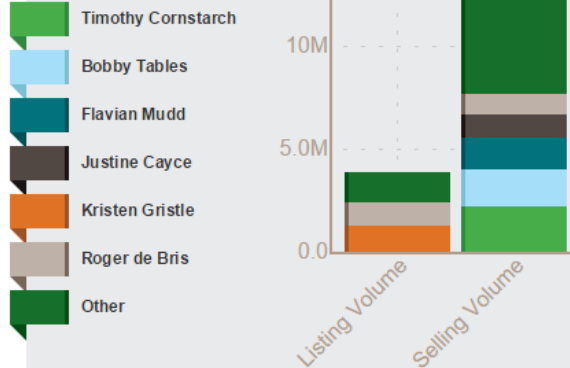
Brittany Fritsch

Founder, CEO

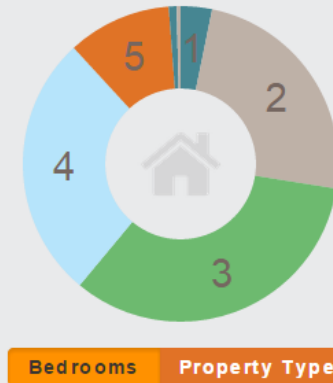
Real Estate Ally

# What is Real Estate Ally?

## AGENT PERFORMANCE i

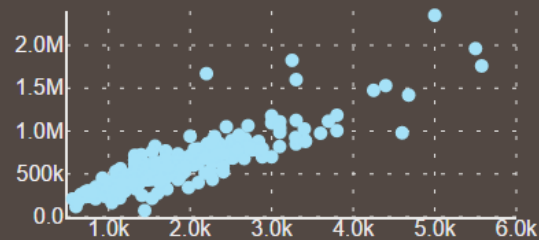


## TYPES OF PROPERTY SOLD i



## PRICING EFFICIENCY i

(Property value vs. Square Footage)



## CONTRACTS WRITTEN i

(Average days from Contract to Close)



# Correlations in Other Industries

- Key Performance Indicators (KPIs)
- Build, Measure, Learn
- “Addictive” Consumer Products



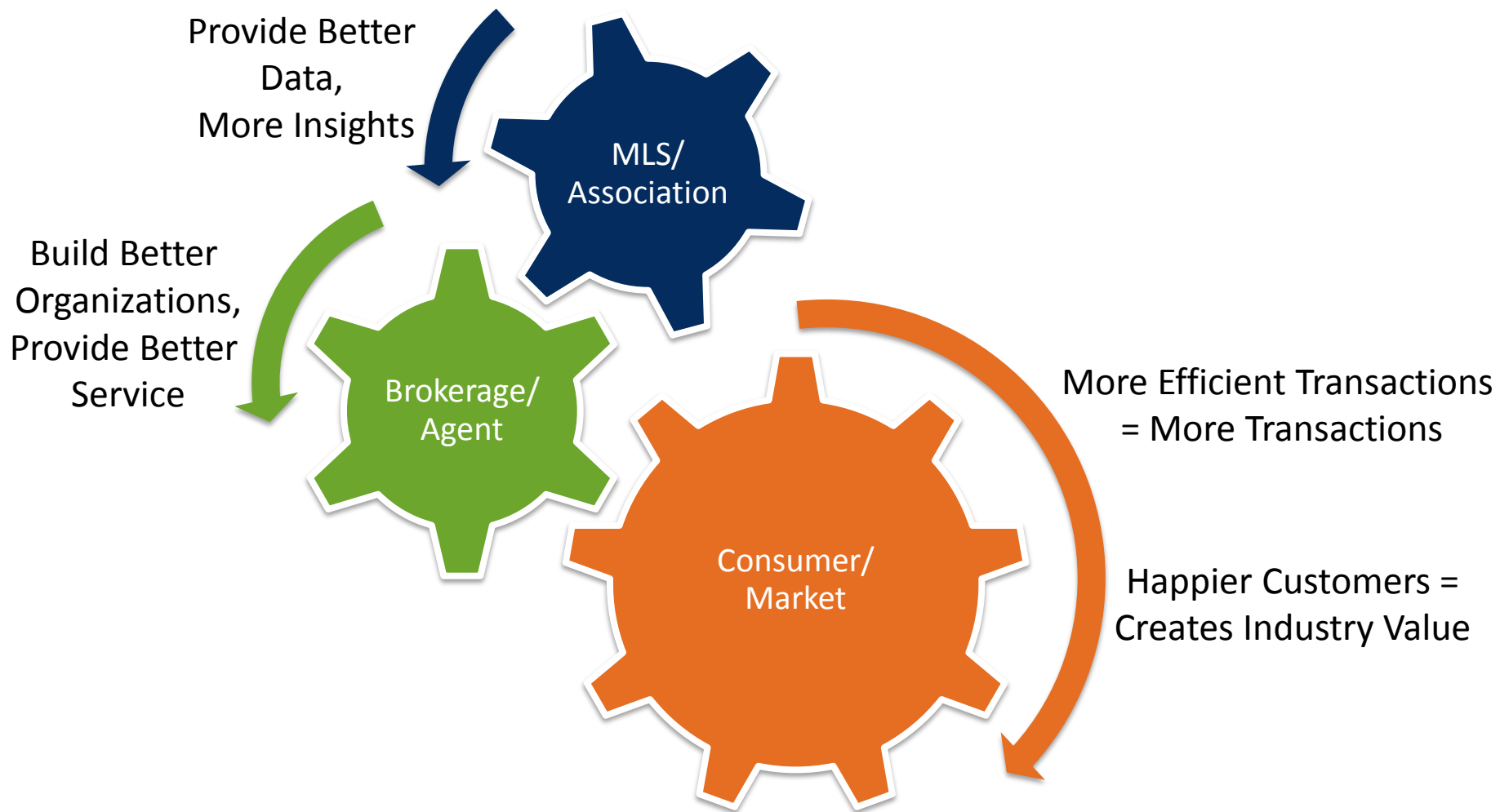
# Example Use of RETS Data



- **Closing Price**
- **Closing Date**
- **Commission**
- **Commission Split**

- **Purchase Contract Date**
- **Estimated Closing Date**
- **Contract Price**

# REAlly's Goals



Questions?

**THANK YOU!**